

Fence Industry



TRADE NEWS

APRIL 1961

The Journal for All Fence Erectors and Suppliers

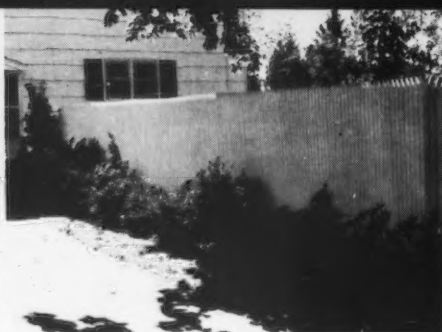
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Williamsburg Colonial Screen



Imperial Cleft-Woven

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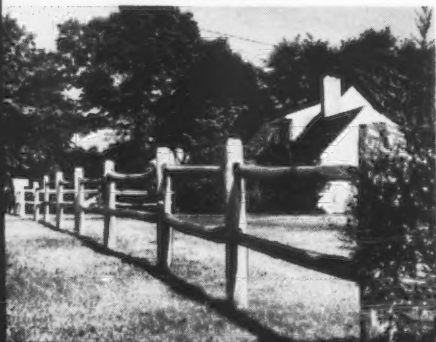
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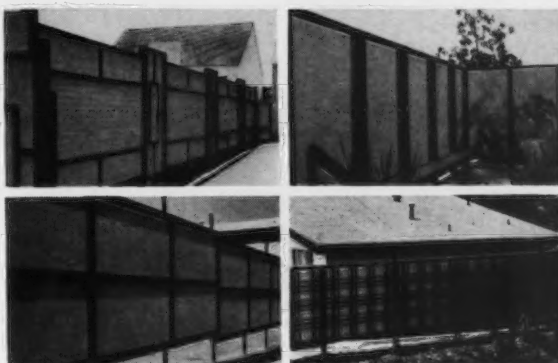
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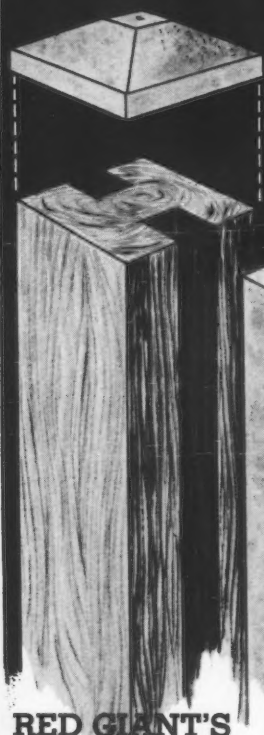
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FABRIC SIZE	WT/100'	MILL	CLEANED	BRIGHT
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SIZE	UNIT WT.	EACH
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1 5/8 OD x 20'	15.6	7.41
1 5/8 OD x 5'	3.9	1.90
1 5/8 OD x 5 1/2'	4.3	2.09
1 5/8 OD x 6'	4.7	2.28
2 OD x 5 1/2'	5.1	2.47
2 OD x 6'	5.6	2.66
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LETTERS



Who Makes the Post Driver?

Sirs:

Within the last 12 months one of your issues carried either an ad or a write-up on a hand operated post driver with some type of double action blow. I cannot find this particular issue, but I am very much interested in purchasing a driver to be used in the erecting of drive posts. If you can give me the name of this company, I will certainly appreciate it.

I would also like to have the names of companies who make signs for chain link fence companies. I am interested in signs of baked enamel and aluminum only.

Your publication certainly comes in handy for us in Puerto Rico.

A. M. Moreno El Morro Fence Corp.
Fernandez Juncos Ave. #1435, Stop 21½
Santurce Puerto Rico.

Editor's Note: The company you refer to about the post driver is Crabb Brothers, manufacturers, Dennison, Ia.

Valuable to Fence Men

Sirs:

We have started a retail fence company here in Cincinnati, and would like a subscription to your magazine. I had formerly been with another fence company here in the city which had subscribed to your magazine, and I feel it is very informative and helpful for a fence company to receive.

G. E. Frankenstein Security Fence Co.
2301 Golf Dr. Cincinnati, Ohio

Wants Gate Hardware

Sirs:

We are interested in purchasing heavy gate hardware and hinges for use on stockade, picket, and post and rail wooden gates. Can you advise us where this type of hardware can be purchased?

J. Elliott, Jr. Huttar's Nursery Dept.
3662 Richmond Rd. Richmond 6, N. Y.

Seeks Plastic Coated Chain Link

Sirs:

We would like to know the source of supply for plastic coated chain link fabric. We have been having inquiries on this item, and are interested in learning more about it.

E. C. Hintz Hurrican Fence Co.
918 Pineapple St. Eau Gallie, Fla.

Wants Aluminum Posts

Sirs:

We would like some information regarding the availability of aluminum H column line posts for chain link fencing. We have checked Kaiser Aluminum and they do not handle this. We would like the name and address of a source of this product.

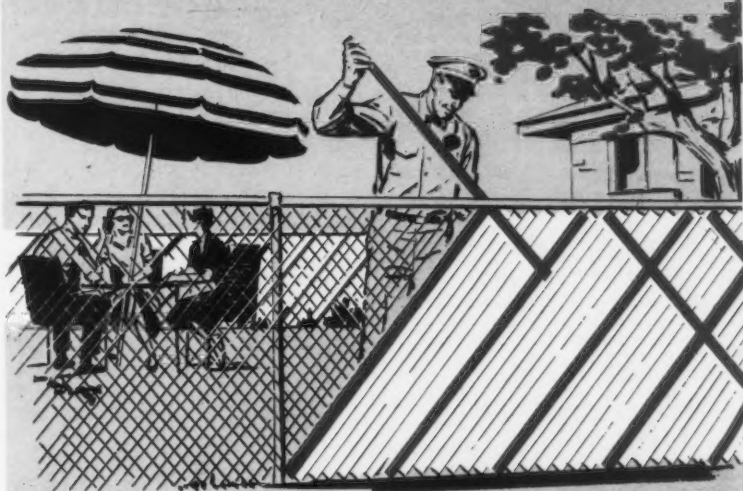
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ALUMINUM
PICKETS**

ALL PRODUCTS COMPANY, DEPT. F-4, MINERAL WELLS, TEXAS



The Journal of all Fencing and Erecting

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With the New York skyline as a backdrop, in this aerial view of some of the Port Authority piers, note that three types of fencing are used for safety—in foreground of photo, from building rooftop to parking area.	
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NOTICE!

Closing date for all advertising and editorial matter is the 1st of the month preceding the date of issue. Omissions or errors appearing as a result of receipt of late copy cannot be construed as the fault of the publishers, nor can proofs be furnished on late copy subject to revisions or corrections.

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Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send Form 3579 to FENCE INDUSTRY, 127 N. Dearborn St., Chicago 2, Illinois.

A Drastic Tax Cut

That's what is needed at the present time to give our economy the quality of encouragement it needs. In the opinion of the editor of this publication, a seasonal increase, or an upswing in business this spring and summer, is no guarantee of an end-of-the-year healthy economy. We need action that will have long-range meaning as well as immediate effect. No action is better suited to this formula than a drastic tax cut—all the way across the board, so that everyone can benefit.

What advantages would be gained by a drastic cut in taxes? Let's enumerate a few. (1) Millions in cash money—earned money—would go into the hands of millions of U.S. wage earners; most of it would be spent. (2) Thousands of business firms would have more money—earned money—to invest in new plant and equipment, and to hire more people. (3) The pouring of millions of dollars every month into the U.S. economic stream would stimulate all business everywhere in the U.S., and would *not* increase the national debt. (4) The psychological effect of lightening the tax burden would result in a happy wave of relief among the majority of U.S. citizens.

The truth is that present taxation rates are definitely not an incentive to industry—and this is especially true of small business and new business. As a matter of fact, the oppressive tax rates appear to *discourage* small and new business—almost as if government wanted it that way.

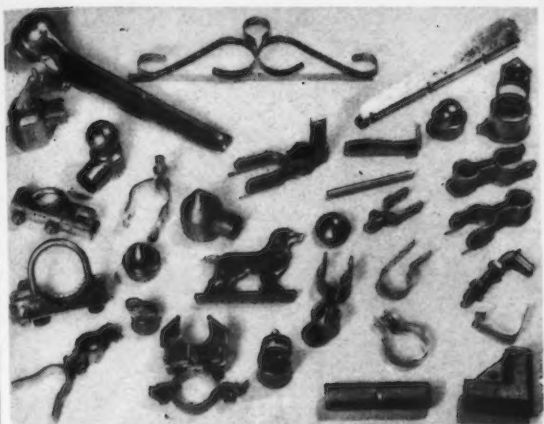
However, the very suggestion of a tax cut—let alone a drastic tax cut—is anathema to some government officials: we mean those who work for the various local, state, and federal governments. Actually, of course, they are a small minority. About 40 million other Americans also pay taxes and work in *private* industry and business. It is for the good of the majority that we propose a drastic tax cut. We believe a bit of belt-tightening on the part of various governments and the people who run them is in order—for the good of the country.

Actually, what we propose is neither startling, nor unconventional, nor new. *What we advocate is simply the application of business efficiency to the governmental arm of our nation's economy.* A dollar that is earned and goes for taxes is just as hard to earn as a dollar that is not spent for taxes. The tax dollar spent by government, therefore, should be spent with the same genuine concern with which the private citizen spends his dollar.

We are certain that government can make all the necessary budget cuts—if the good of the country and its citizens is the uppermost motive. The recommendations of the Hoover Commission—many of them now almost a decade old—suggest many ways to cut waste and inefficiency in government spending. Some senators, even some governmental officials, have said that billions could be saved in defense spending by the application of business efficiency. The \$85.8 billion spent by government during that past 15 years for foreign aid cannot be said to have been spent too wisely. The point is, the economic errors and inefficiencies of government, and the people who run government, cannot indefinitely be multiplied.

The time has come to call a halt to business inefficiency—the government is not immune to such a demand merely because it is government.

We believe that tax rates have grown out of all proportion to actual government needs. We believe the private U.S. citizen can spend his money more efficiently than government—in the many areas where there is no need for government intervention. We believe a drastic tax cut will place the burden of conscientious public spending where it belongs—on government and the men who are responsible.



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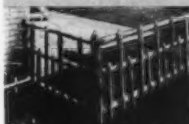
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**A COMPLETE LINE OF DESIGN
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ASSURES
A TRUER,
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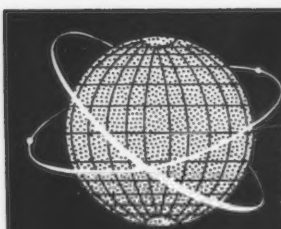
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BUSINESS TRENDS

Bulletin

The fence outlook for the spring season is optimistic, as revealed by spot checks around the country. Generally speaking, the winter weather has been milder than a year ago. In some areas the winter has been exceptionally mild—Chicago area, for instance, where there was very little snow with precipitation below average, and lots of days mild enough for fence installations.

Aluminum chain link fencing showed substantial increases in sales last year, is expected to show another increase this year, according to both manufacturers and dealers handling the line. Fence Industry's recent survey reveals that 28 percent of the fence firms sell aluminum chain link—this percentage figure was incorrectly put at 15 percent on last month's Business Trends page. The 28 percent is correct, and with more than a quarter of the industry selling aluminum chain link, its future does seem bright.

For the economy as a whole, there are some signs of an upturn, and some analysts and government officials are making statements that the bottom of the recession has been reached. Other analysts say that the recession in many areas has been "mild." But it is a matter of public record that in other "depressed" areas unemployment has reached as high as 15 percent of the work force. Not only is unemployment high in these areas, but the causes of the unemployment are invariably the kind that take a long time to remedy.

The signs of an upturn, or the reaching of the low point, include the action of the Federal Reserve Board's Index of Industrial Production—it did not decline for the first time in six months; it remained at 102 percent in February, the same as January. Housing starts in February picked up seven percent over the previous month—but were still 16 percent below the rate of a year ago. Store sales in recent weeks have been showing slight increases over a year ago. New orders of durable goods manufacturers rose two percent (February over January), but the Department of Commerce says this was due mostly to increased placement of Government defense contracts.

Slowness in collections of current bills is an adverse phenomena which is being widely reported by both businesses and collection agencies. Although there is no official Index of the rise and fall of this activity, it is the kind of economic indicator which is quickly and forcefully apparent at the "home front" of each individual business. Every businessman can use this indicator as a clue to the economic health of an industry or the nation as a whole.

Unemployment is another very sensitive indicator, and is one that should be watched closely. During the first week of April (too late to include in this issue) the government will release its figures on unemployment as of the middle of March. Watch for this announcement. If the unemployed figure hovers around seven percent of the work force, no claims can be made for an "upswing." To really mean anything in terms of coming out of the recession, the unemployed portion of the work force should be reduced to at least five percent, and preferably four. So long as several million men who want work can't find it, a recession is in progress.

The federal highway program (in which the federal government pays 90 percent of the cost) is a subject of intense discussion in Washington these days. Although rumor has it that the two year road tests conducted at Ottawa, Ill., will show that heavy trucks give highways exceptionally hard wear, the trucking industry is opposing the proposed seven-cent tax on diesel fuel. Alternative to this is a four-and-one-half cent tax on gasoline, slated to drop to three cents under the present law.

A broadened program of apprenticeship training in the building and construction trades industry is advocated by Secretary of Labor Arthur J. Goldberg—he called such a program "an absolute necessity." He estimated that the level of construction activity during the '60's will increase 40 to 50 percent, and predicted an increase in building trade employees by 1.2 million, for a total of 4.2 million by 1970.

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These are just a few of the reasons why it pays to stock, recommend and sell Realock—the fence that builds sales and profits. Realock is made in a wide range of sizes and heights, including the new Safety-Link 1" mesh, designed especially for residential installations. Ask your Realock representative for complete details.

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REALOCK FENCE

THE COLORADO FUEL AND IRON CORPORATION
BRANCHES IN ALL KEY CITIES

Legal Aspects of Fencing

Problems which confront the erector of fences, from the viewpoint of law

By Howard Newcomb Morse

(Author and attorney, contributor to American Peoples Encyclopedia, Chicago Bar Record, Southwestern Law Journal, Loyola Law Review, and others.)



Howard Newcomb Morse

Liability for Injuries from Fence

A seven-year old girl named O'Driscoll resided with her parents in a new apartment building at 21-48 35th Street, Long Island City, New York, which was owned by the Metropolitan Life Insurance Company. To get in and out of the building, one had to pass from the public street through an archway which led to a courtyard, the center of which was decorated with a grass plot and shrubs.

Abutting the arched entrance-way into the courtyard of the building was a low metal fence embedded in a concrete base supported by pipes, the purpose of which was to prevent the tenants from walking on the grass and shrubbery. For some time while the little O'Driscoll girl lived in the building with her parents, she frequently would, with many of the other 34 children who lived there, play a game called "walking the tight rope," on top of the fence. The children often were chased off the fence by the super-intendent, but would repeat their game when he was not present.

Thinking it would prevent the children from walking on top of the fence, the insurance company installed metal pickets atop the fence but not close enough together to prevent a child's foot from getting in between them. The young O'Driscoll girl, playing the game of "tight rope walking," was assisted to the top of the fence by her friend Margaret, who held her hand. Then Margaret let go, which she should not have done, according to the rules of the game, until she was told to do so. As a result of Margaret's letting go of her hand, the O'Driscoll girl fell, and one of the pickets pierced the upper left thigh, cutting it to the extent that it required two stitches, and another punctured her left breast.

The little O'Driscoll girl and her father brought an action in the Supreme Court of Queens County, New York, against the insurance company to obtain damages for personal injuries. The question which concerned the court was whether or not permitting the pickets to be placed upon the fence was such a dangerous hazard, knowing the propensity of children to play thereabout, as to constitute a nuisance arising out of the continuous operation of a negligent act.

The court rendered judgment for the O'Driscoll father and daughter. The court declared: "With the knowledge of the propensity of children to play thereabout . . . I am of the opinion that the maintenance of this fence, with the pickets thereon, was a negligent use and, more so, a nuisance."

Editor's Note: This is but one in a series of articles concerning court rulings about fences. Many such rul-

Case Involving Height of Fence

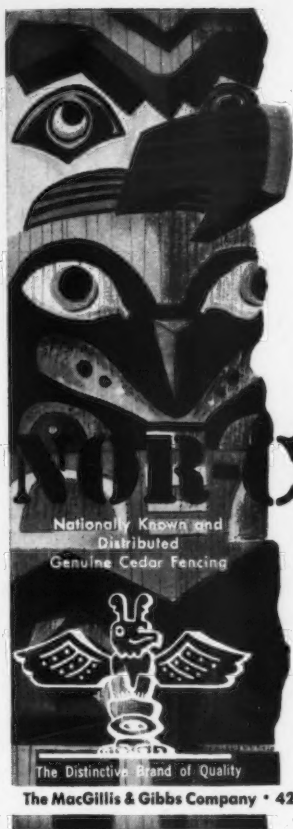
In another case, Miss Elenora C. Wondrak and a Mr. Kelly owned and occupied dwellings on adjoining lots located in a residential district in Columbus, Ohio. An ordinance, which was part of the building code of the city, provided as follows: "No fence which is more than three and one-half feet in height above the plane of the finished grade of the lots at the division line between lots shall be erected along said division line, unless no part of said fence is within 20 feet of any residence building located on said lot or abutting lot and in no instance nearer than 20 feet to a street line. The provisions of this section shall apply only to dwelling house and apartment house districts."

Kelly erected a fence on the lot adjoining Miss Wondrak's property on the boundary line between the two properties, the fence being more than three and one-half feet in height above the plane of the finished grade of the lots and within 20 feet of both residences. Miss Wondrak claimed that the erection of the fence was in violation of the terms of the ordinance. She sought a mandatory injunction compelling Kelly to remove the fence.

The Superior Court of Franklin County, Ohio, held that the ordinance was unconstitutional and dismissed the case. Miss Wondrak appealed, and the Court of Appeals of Ohio sustained the decision of the court below. Thereupon Miss Wondrak again appealed.

The Supreme Court of Ohio upheld the decision of both of the lower courts. The Supreme Court stated: "It does not appear . . . whether this fence exceeded the ordinance height by one inch or more. . . . The plaintiff in error, Wondrak, defends the reasonableness of the height of a three and one-half foot fence as an absolute standard of measure and asserts that if such height is exceeded in the least it would tend to affect injuriously the public health or welfare of the community. This does not follow. We are wholly unable to discern how a fence, if but little higher than three and one-half feet, would affect the health of the public. . . . The ordinance here under consideration has no real or substantial relation to the needs of the public health, morals, welfare, or public safety, and it is unreasonable and arbitrary in character. It unduly invades the right which the property owner has in his property."

ings have already been published in previous issues; more will appear in future issues.



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*Rustic White
Cedar Fencing
of All Styles*

NORCRAFT

Nationally Known and
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Genuine Cedar Fencing



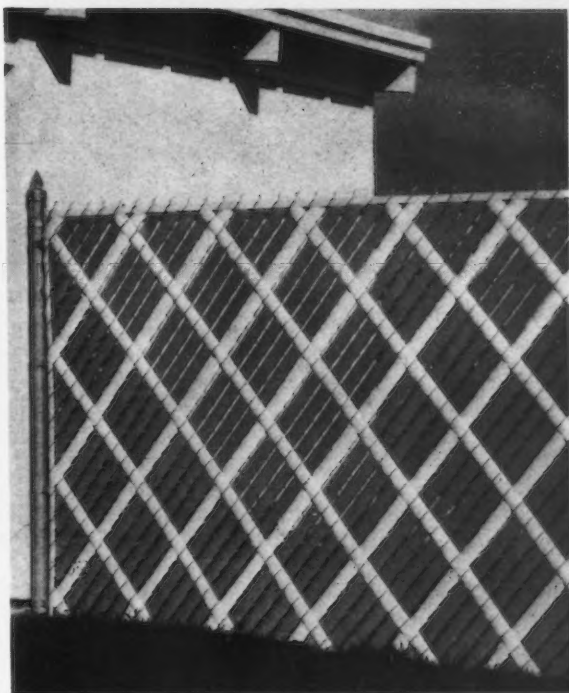
The Distinctive Brand of Quality

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Our two factories and large stock of seasoned material have enabled us to provide the kind of service that means pleased and successful dealers.

At present, there are excellent dealerships available. We invite you to inquire about adding NORCRAFT quality to the other fine products you now handle.

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**THE ORIGINAL ALUMINUM
CHAIN-LINK INSERT THAT
ADDS BEAUTY, PRIVACY
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ONLY COLORWEVE'S special alloy and temper give maximum strength and flexibility.

ONLY COLORWEVE'S crown and width are specifically designed for chain-link application.

ONLY COLORWEVE'S edges are rolled and painted to eliminate surface deterioration customary with slit stock.

ONLY COLORWEVE has a time-tested, rugged, baked-on exterior enamel finish.

ONLY COLORWEVE features a complete market-proven sales promotion program for dealers.

Increase chain-link sales and build a solid foundation of extra profits — sell Colorweave. Call, wire, write today while dealerships are still available.



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**BASE
ARM
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Save On BARB WIRE ARMS

1 5/8"
x
1 3/8"

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**HEAVY LOOP
TOPS**
1 5/8" x 1 3/8" — .09

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What Every Salesman Should Know

SECOND OF A SERIES

This month: the psychological "tone" of the sales pitch is often the difference between enthusiastic selling and "going stale."

There are moments in the life of every fence salesman when he has doubts about the effectiveness of his sales approach. Is it adequate for today's selling? Has it dated? Does it need revision?

For the purposes of analysis, the sales presentation may be divided into two parts: its actual verbal-graphic content; and its psychological "tone."

It is easy to verify whether or not the content of a sales "pitch" is everything that it should be. Its verbal content, of course, is based on the salesman's factual knowledge of the product and service, and on the salesman's ability to use the English language itself—his manner of delivery also enters in as a factor.

The verification of the accuracy, breadth, and depth of the salesman's knowledge is readily attainable by a perusal of catalogs, price lists, specifications, and trade literature, including the trade magazine—in this instance, FENCE INDUSTRY TRADE NEWS.

However, for this analysis, let us assume that the salesman's knowledge of the product is virtually impeccable.

Let us also assume that he supplements the verbal presentation of the facts with these graphic aids: an album of photos, or color slide pictures shown through a viewer, of company-made fence installations. And that he further supplements through the use of what many dealers believe to be a particularly effective visual impact—the salesman escorts prospects to the scene of actual company-made installations. The opportunities for combining the verbal and visual are almost limitless.

Provided such facts, both verbal and graphic, are kept up to date, the content of the sales presentation may be considered to be the finest possible. The content of the pitch, of course, may be refined by the day-to-day experience of talking with prospective customers—but this is merely the normal working out of the sales job routine.

But with regard to the other facet of the sales presentation—the psychological tone—something like this can happen:

In the early days of his career, the successful salesman develops a fine sales pitch, delivered with enthusiasm and finesse. These are the days when he is really putting on the pressure when required, and not just order-taking.

His enthusiasm—one of the prime virtues of a good salesman—is not slap-on-the-back super-enthusiasm, but the steady day-after-day kind which makes him the type of personality that genuinely impresses prospects. It is also the kind of enthusiasm which reflects his belief in the product and the service he is selling.

The psychological tone of his pitch is affirmative. His enthusiasm is contagious. In time, it becomes second nature to project this enthusiastic feeling to his prospects, and he does it effortlessly, without even thinking about it.

But in time, something else can also happen: this enthusiasm can become eroded by the boredom of monotony. The constant repetition of the same sales approach may dull perceptions. The delivery of the pitch may become uninspired. The salesman may come to feel that the pitch needs to be altered or discarded.

In all probability, there is nothing at all wrong with the content of the sales approach. In fact, the basic content of the original approach may be just as valuable now as the day it was first used.

The real difficulty is a psychological one. He has, in the parlance of the veteran salesman, "gone stale." At the first inkling that this has happened, the remedy is to be found by looking inward at one's own personality. The change needed is not in the content of the sales pitch, but in one's own outlook, the recognition that one may be "in a rut."

So the veteran salesman sets about reviewing the factors which will unloosen his psychological "block."

1. He reaffirms the conviction that the sales pitch is made to many different people—they have not heard it before and it is new to them.

2. He realizes that everyone has recurring periods when life looks "off center"—but the condition rarely becomes habitual.

3. He recognizes that everyone has personal problems—and he knows that, so far as possible, personal and business difficulties must be separated from each other.

Then, having pinpointed the cause and taken the necessary corrective steps, the old verve and enthusiasm returns—the world is "on the beam" again.

Note: The first article in this series, published in Feb. 1961, dealt with knowledge of the product.

Nichols Predicts: Big Increase for Aluminum Chain Link Fencing

The market for aluminum chain link will grow so steadily, says Frank R. Nichols, that his firm appointed a product manager, Ralph Getzin, in that field—he will head sales drive.



Above, Nichols Wire & Aluminum "privacy panels" form the pleasant background for "outdoor living." The panels are available in six foot lengths; four, five, and six foot heights—packed in convenient cartons with necessary hardware.

A new product, a special sales campaign, and new executive personnel—these summarize the areas in which Nichols Wire & Aluminum Co., 1725 Rockingham Rd., Davenport, Ia., is making news this month.

The new product: Nichols' specially designed louvered aluminum privacy panels, available in six foot lengths, and in four, five, and six foot heights, packed in convenient cartons with all necessary hardware, so they may be mounted on wood or metal posts. The panels feature a white baked enamel finish, and they are designed to blend with any style of architecture; furthermore, the louvers are designed to permit the passage of air, yet assure privacy. G. J. Brenneman, the firm's marketing manager, suggests that in addition to now being able to offer this privacy for patios, swimming pools, and outdoor living, fence erectors can also make available a special combination fence—chain link on one part of the installation, and privacy panels across the back of the lot or wherever the privacy is required.



Left, Ralph Getzin, product manager of aluminum chain link fence for Nichols Wire & Aluminum Co. He is spearheading the company's special national sales campaign to make aluminum dominant in the chain link fence industry—so announces Frank R. Nichols, president of the firm, which believes that this recent appointment reflects "last year's breakthrough in sales of aluminum chain link and this year's estimate of still greater growth."

The special national sales campaign is being launched to make aluminum dominant in the chain link fence industry, according to Frank R. Nichols, president of the company.

Spearheading the campaign is Ralph Getzin, first product manager of aluminum chain link fence. The

company believes that this appointment reflects "last year's breakthrough in sales of aluminum chain link and this year's estimates of still greater growth." Prior to his post with Nichols, Getzin was assistant manager of sales, Realock Fence Division, Colorado Fuel & Iron Corp., Buffalo, N.Y., with whom he had been associated for 20 years.

As spokesman for the company which pioneered the development, manufacture, and sales of aluminum chain link fence shortly after World War II, Frank R. Nichols had this to say:

"The very rapid growth of aluminum chain link sales by all producers last year, in the face of depressed economic conditions, made it obvious that the turning point had been passed and that aluminum chain link had become the consumers' standard.

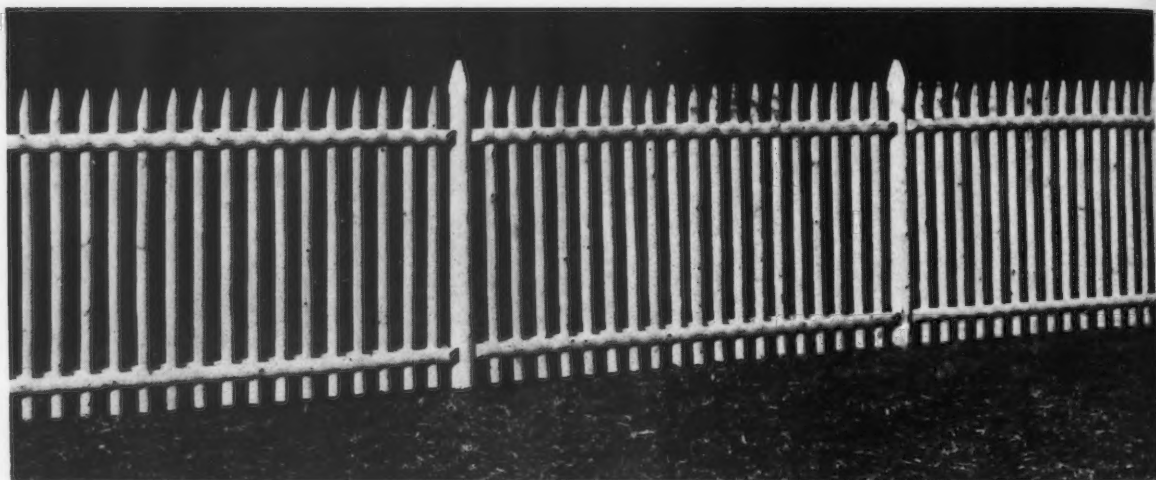
"The rise in all types of maintenance costs is undoubtedly the reason why consumers are now seeking a fence where the first cost is the only cost. In addition, the aluminum chain link fence industry has gained national distribution under recognized brand names. The combination of consumer need and local availability means an extraordinary growth cycle for sales."

Nichols pointed out that a factor in the public shift to rustproof aluminum fence was, and is, the trend toward the increasing acidity of the atmosphere, especially in urban and suburban areas.

"Fence fabrics," Nichols commented, "which once gave generally good service now rust out and fail more quickly. Since this is the direct result of our consistently increasing industrialization, aluminum chain link is required now and will be even more necessary in the years ahead."

He remarked that members of the industry are agreed that aluminum chain link fence will create a market for a minimum of 50 million pounds of aluminum wire in the course of the next three years.

"This," he continued, "is more than sufficient to be of major significance and interest to the prime producers. They, too, will conclude that aluminum chain link fence is a product that merits separate consideration, just as we have in naming its first product manager."



Above, Habitant's "Park Avenue Picket," machine milled, available in factory fabricated heights of four to eight feet.

Moulded Picket Gains Market Acceptance . . .

Habitant Fence, Inc., reports pre-testing its new "Park Avenue" designs of machine moulded picket fencing—acceptance was favorable. Now on market, design features uniformity, clean surfaces.

Three new fence designs for the current season have been introduced by Habitant Fence, Inc., 900 Harrison St., Bay City, Mich. As with the company's 10 other fence styles, the new "Park Avenue" series is factory-fabricated of Michigan white cedar—a wood which weathers beautifully and is long-lasting.

Habitant's president, N. A. Eddy III, explains why he believes the new "Park Avenue" series merits the dealer's attention. But first he points to some pitfalls in the marketing of wood fences:

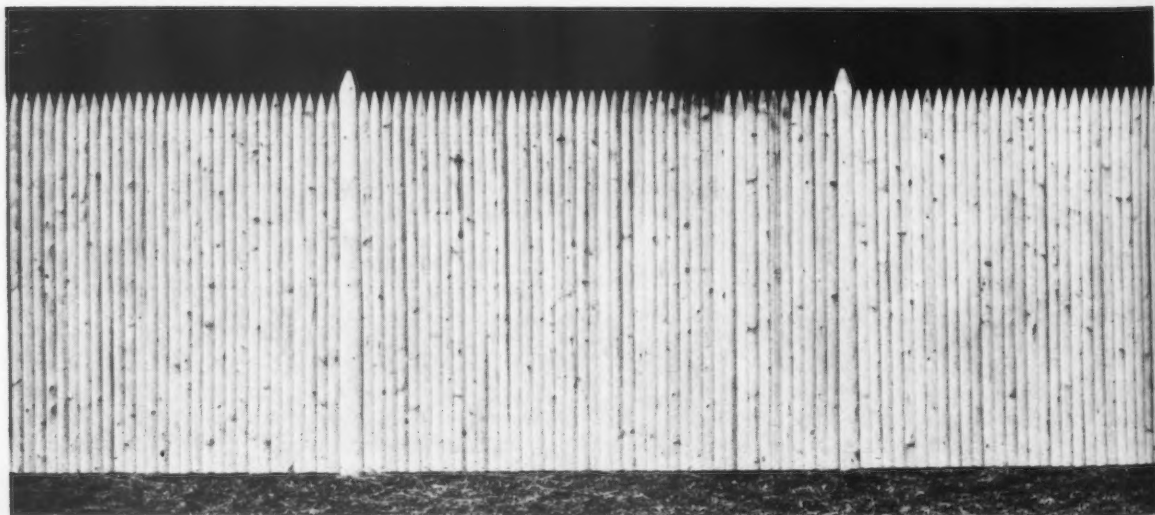
"Over the years," he says, "a number of manufacturers have introduced new wood fence styles without adequate market pre-testing. While some of them have proved their merit and have taken their place among the accepted, permanent styles, a good many more

have disappeared from favor—after causing the local fence dealers plenty of headaches.

"If a dealer," Eddy continues, "gets all excited about a new fence design—just because it is new and highly touted—he has been known to go overboard in stocking this new style with high hope for the coming season. Instances are numerous where this has proved to be a costly gamble, when the design turned out to have little retail merit. But because the dealer had his money tied up in the new style, he was short of capital to stock the time-tested and proven styles.

"In recent years, therefore," Eddy concluded, "Habitant has taken a minimum of one season, and generally two seasons, to pre-market test a new design with

MORE—Next Page



Habitant's "Park Avenue Stockade," all pickets of which are uniform size, assembled in tight sections of four to eight foot heights.

selected dealers, before cataloging and offering the new type to our whole sales organization."

Such was the case with Habitant's new "Park Avenue" designs introduced for the 1961 season. So-called "milled" or "moulded" picket materials have been on the market for a couple of years. But, says Eddy, general acceptance by the consumer has come very slowly. He reports that Habitant market-tested several variations of the moulded picket designs in both 1959 and 1960. The company now offers three standard styles which have proved acceptance at the consumer level. Here are descriptions of the three styles:

"Park Avenue Stockade" is assembled tight in eight foot tenon rail sections, in a choice of all standard heights. Matching horizontal rails and posts are machine peeled, and both picket and post points have a Habitant's precision gothic shape. The dealer has a choice of factory assembly with galvanized nails or "Reynolds" aluminum nails.

"Park Avenue Paling" features the molded pickets woven with Copperweld wire on Habitant's exclusive, patented weaving machine—it weaves an accurate, straight, and exceedingly tight fabric mat, using much heavier gauges of Copperweld wire than that used in weaving by the conventional hand method. This machine also double twists and locks the wire between each picket. Habitant offers this style either as "fabric mats only" or complete with post and rail framework.

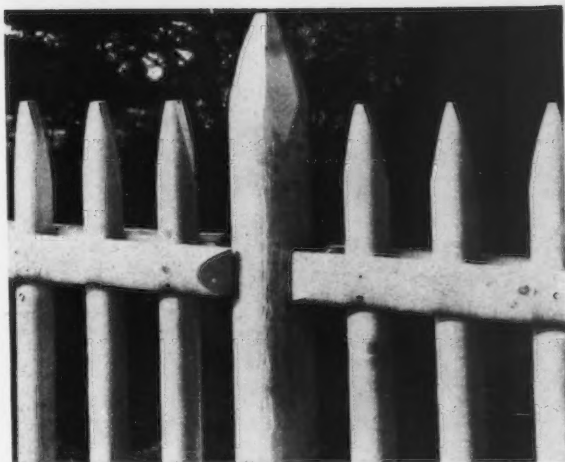
"Park Avenue Picket" employs the moulded pickets assembled in standard eight-foot sections with machine peeled nailer rails, facing rails, and matching posts. It is available in standard heights, and assembled with either galvanized or aluminum nails.

Like all Habitant "factory-fabricated" designs, these new "Park Avenue" styles are shipped tailor-made to the exact ground plan of the individual customer. This means that while eight-foot long sections are standard, Habitant "factory-fabricates" special length sections as required, at no extra cost, on individual customer orders.

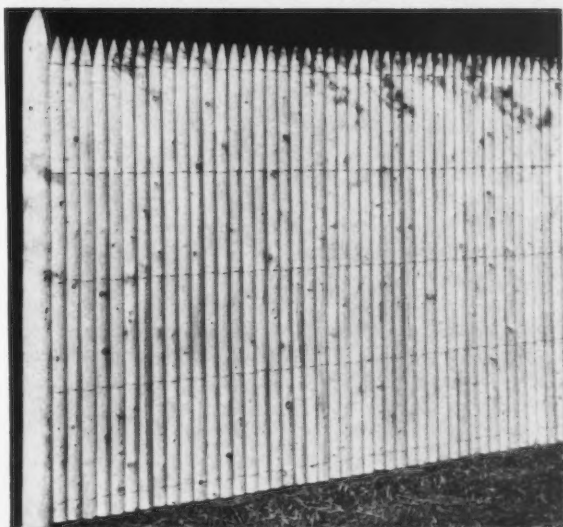
Habitant's director of sales, Alfred F. Cosbitt, pointed out: "While the price per foot on 'Park Avenue' designs is slightly higher than comparable rustic types, dealer-delivered cost is almost always a little less. We thoroughly dry all moulded picket materials before assembly, and while our moulded pickets are a full inch thick, the net shipping weight is reduced."

Eddy indicated strong dealer acceptance of the new "Park Avenue" design—and an optimism among the trade for a generally good fence business this season. He also reported the company's plants at Alpena and Corrine, Mich., to be in good shape for dealer service—thanks to an abundant supply of raw materials this season. Ideal weather conditions in recent months have enabled the woods producers to cut and haul with little difficulty. In addition, Habitant's new Upper Peninsula plant at Corrine has augmented production. Cosbitt declares that ample stocks have been acquired to take care of dealer needs for both 1961 and 1962.

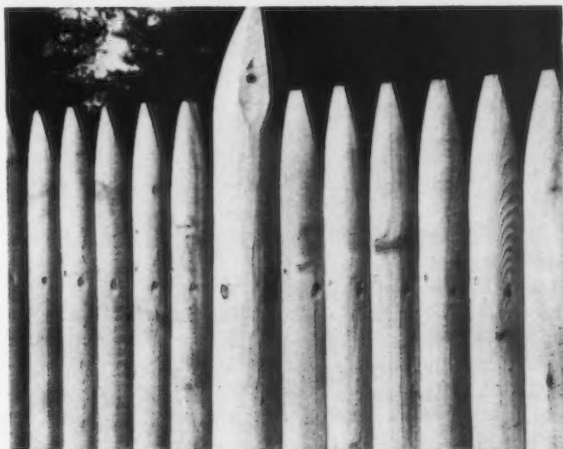
Another new feature for the 1961 season, of course, is the recently introduced use of "Reynolds" aluminum nails in the assembly of the Habitant line. Although Habitant fence is regularly assembled with galvanized nails, aluminum nails may be specified for any style.



Closeup of construction details of "Park Avenue Picket" design, which employs moulded pickets assembled in standard eight-foot sections with machine-peeled nailer rails, facing rails, and matching posts. Factory fabricated in four to eight foot heights, the smooth machine milled fence may be stained or painted to complement surrounding architectural style. Double facing rails give strength.



"Park Avenue Paling," woven on Habitant's exclusive patented machines with copperweld wire—they weave an accurate, straight, and exceedingly tight fabric mat, using much heavier gauges than that used in weaving by the conventional hand method. These machines also double twist and lock the wire between each picket.



Closeup of construction details of the "Park Avenue Stockade" design, which is assembled tight in eight-foot tenon rail sections, in a choice of all standard heights. Finish is smooth, pickets uniform, double nailed. Both picket and post points have gothic shape.



The Bush showroom, office building, and warehouse, on Route 73, Maple Shade, N. J., makes an attractive appearance to passers-by.



Inside the Bush showroom, this part features wood fencing and wood furniture, although firm specializes in chain link installations.

Bush Calls Industrial Field "Unlimited"

Joseph Bush & Sons tells of increasing business, the value of maintaining steady crews, and the use of a special pipe cutting machine.

"The potential for fencing in the industrial field is unlimited," says William J. Bush, head of Joseph Bush & Sons, Inc., Route 73, Maple Shade, N. J. He talks of the "snowballing effect" of sales. "Each year since we've handled fencing we've had an increase in sales, with the exception of 1960, when sales were at the same level as 1959. For 1961, we are gearing ourselves for increased volume again."

Established in 1900 as a manufacturer of wire mesh products in Philadelphia, Bush & Sons purchased many of its materials from the Horace T. Potts firm in the same city. Potts also operated a retail branch—selling its own products as well as fencing—in Maple Shade, N. J. When the latter firm discontinued its branch, Bush acquired it in September 1953.

William J. Bush, one of the founder's sons, is now active at the Maple Shade location, where all the fencing sales and service take place. Another son, Joseph, handles the Philadelphia wire mesh operation. The founder is retired.

Chain link sales are made, among others, to ball parks, recreation centers, schools, builders and contractors, and home owners. Recently food markets have become good customers for this erector—they need enclosures for garden marts, nursery products, and other non-food lines which are best merchandised outside the main building, in an area protected by fencing.

Sales are handled by W. J. Bush himself plus two other salesmen. They are constantly in the field and sell in wholesale volume to other dealers as well. As a service, Bush will install fencing sold by these other dealers.

The firm maintains four two-men installation crews the year around. This, says Bush, builds up a feeling of loyalty so that they willingly work long hours when business is rushing. Maintaining steady crews also minimizes labor problems, results in greater productivity, and sustains high work standards. During the slack season, employees do maintenance work, make customer calls for service, and do some part time work at the Philadelphia plant.

Promotion includes participation in business shows in the area; some newspaper display advertising; class-

ified listings in phone directories; a display of all types of fencing handled in the modern showroom, lighted at night and visible from the highway.

Chain link fabric is processed in the Philadelphia plant, with materials supplied by The Colorado Fuel & Iron Corp., Buffalo, N. Y. Bush of Maple Shade operates independently, buying its chain link fencing from Bush of Philadelphia. The sole source of wood fencing, for which there is some demand, is The MacGillis & Gibbs Co., Milwaukee, Wis.

The interesting manner in which the Bush firm cuts and stores fence posts and pipe deserves a mention.

The cutting process has been simplified by a device

MORE—Page 16



William J. Bush (left) exhibits fencing at local business show.

OBSERVATIONS

Two Chicago suburban dealers venture opinions about the curiosity and lack of curiosity among fence buyers, and the need for educating the public to take advantage of fencing's "slow" season.

E. W. Frintner Is Big Sears Installer

For E. W. Frintner Jr. & Sons, 946 S. Kensington Ave., LaGrange, Ill., business is booming—it has increased 40 percent since 1957, and the '60 increase over '59 amounted to about 13 percent. Gross dollar volume in 1960 was in the medium six-figure bracket. The company expects another increase for 1961.

Among the factors which have contributed to this growth, according to Edward W. Frintner, Jr., are



Jerry (left) and Edward W. Frintner, Jr., at their LaGrange office. the following: The use of new and modern equipment. Specialized crews—one for setting the posts, another for stringing the chain link fabric. Proximity of the warehouse to toll road facilities. The reputation of the firm for doing quality work.

Established in 1945, the Frintner concern has had a contract, since that date up to the present, for the installation of fences for Sears, Roebuck & Co., in Chicago and vicinity. Although Frintner is but one of the contractors for 23 Chicago area Sears stores, his is the only firm to cover the entire area. It is bounded on the north by Lake Geneva, Wis., on the south by Kankakee, Ill., and on the west by West Chicago, Ill. Except for a few wood and woven wire fences, installations are entirely chain link—mostly residential, but some industrial too.

Between three and four installation crews are maintained the year around. About 10 crews are used during the peak season in spring and summer.

Originally located on the southwest side of Chicago, Frintner has maintained an office in LaGrange, and a warehouse in nearby Brookfield, Ill., since about 1952. However, the firm still has a "relay-station" type warehouse on Chicago's southwest side.

One of the Frintner sons, Jerry, is stationed at the LaGrange office. Another son, Edward III, has his headquarters at the Brookfield warehouse. Two younger sons are being readied and will probably join the firm eventually.

MORE—Page 16

J & M Features Heavy Duty Chain Link

Partners John Zima and Martin Babyar of the J & M Fence Co., 3127 S. 61st Court, Cicero, Ill., have this to say about the business they established in 1952: "We built our reputation by selling and installing a sturdy fence using nine gauge chain link fabric only, and standard pipe, not tubing or structural pipe."

When they entered the fence field they made a deliberate decision to sell quality only. They base their sales efforts on this idea: that you have to go out and show people the difference between a heavy duty and a lighter weight chain link fence.

The partners, both of whom gained experience with another fence company before setting up their own business, believe that today there is a marked difference in chain link fence erecting. This was not the case, they say, in the early and mid-fifties, when fence specification standards in the industry were considerably higher.

An interesting theory offers the reason for this change. The partners suggest that perhaps buyers, particularly young buyers, have been affected and influenced by the phenomena of self-service shopping. This method of buying discourages the asking of questions, the making of comparisons, and the opportunity to talk about products to the clerk or owner of the store or company. In short, curiosity about the product is deliberately and methodically discouraged—practically to the point of no return.

So, when it comes to buying a fence, as a result of the psychological state of mind implanted by the self-service buying habit, the customer does not ask the price of the fence, or what the specifications are, or how long it will last. Only one question comes up: What will it cost me per month? The fence is thought



John Zima (left) and Martin Babyar, partners in the J & M Fence Co.

of in terms of whether or not the monthly payment for the fence will fit into the prospect's budget. This of course is not of itself undesirable—but when it is the only question raised, it indicates an unintelligent approach.

It would help the fence business a lot, say Zima and Babyar, if prospective customers were curious and asked a lot of questions. When it comes to comparisons, they say, the quality job always has the advantage.

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FRINTNER & SONS—from Page 15

Equipment—all of it new since 1957, some of it as recent as last year—includes three high speed trucks, big enough to carry all the materials and equipment necessary for setting, including a cement mixer, for a full day's work. Two smaller trucks are fully equipped for stringing the fence. Frintner believes this operation—some crews setting only, some stringing only—facilitates the total installation job and makes for both economy and speed. However, the personnel of the crews is rotated, so that all members of the crews know both processes.

Both Brookfield and LaGrange are within five minute striking distance of two major tollways around and into Chicago—the Tri-State and the East-West, which readily connect with other systems already in operation or being constructed. For Frintner, such a location is important, since the trucks travel at high speeds, and can cover the area quickly and easily by using toll roads. Toll fees alone approximate \$500 annually.

Edward Frintner, Jr., believes that the "slow" season in fencing should be not nearly as slow as it is. "It is a matter of educating the public," he says. First of all, he suggests that it be emphasized how other concrete construction goes on right through the winter—except of course in very severe weather. The technical reason for this—the use of calcium chloride and pneumatic drills in fence installations—should be made a matter of public record. It should also be pointed out, he says, how the grass, plants, and shrubbery are dormant in winter, and are therefore not disturbed as much, actually, as in the wet spring months.

For fence firms, it's a matter of economics too. So long as a selling staff and installation crew are maintained the year around, whatever work they do, even if it is at a slower pace because of weather conditions, will keep them busy and add to the total annual volume.

J & M FENCE—from Page 15

J & M Fence work exclusively in chain link, and 80 percent in the suburban area of Chicago—about 30 miles in every direction except east (Chicago and Lake Michigan lie to the east of Cicero). As much as 85 percent of the installations are residential, the balance industrial. Referral business may run as high as 50 percent—the J & M partners believe that their quality installations account for the high percentage of such business.

The company-owned building, 80 x 25 feet, houses the office, the welding shop, and part of the inventory and equipment. An outside 25 x 125 foot lot is used for additional storage.

Over the years, J & M Fence reports a steady increase in business—in more recent years, about 10 percent each year. Aluminum chain link has been handled for the past five years—it has shown some increase in sales, especially during 1960.

The company promotes through the use of the classified phone directory in a number of suburbs in the area. In season, ads are used in local newspapers in the surrounding suburbs. Some of these papers have business directories—these too are used.

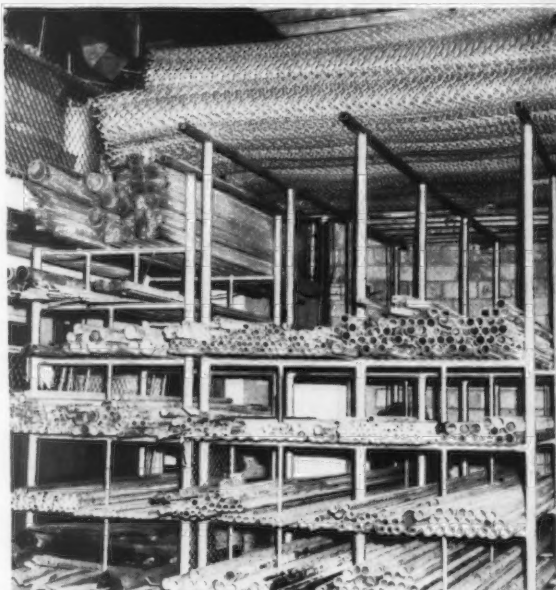
Suppliers include the Robertson Steel & Iron Co., Cincinnati, Ohio, for both steel and aluminum chain link; Perma-Cast Co., Pueblo, Colo., and Northland Wire & Supply Co., Buffalo, N. Y., for fittings; Bridgeport Brass Co., Bridgeport, Conn., for chain link filler slats; McCulloch Corp., Los Angeles, Calif., for diggers. The firm is considering adding a line of wood fencing, although up to now it has been exclusively chain link.

JOSEPH BUSH & SONS—from Page 14

consisting of two rollers, each attached to stationary vertical tubing (see photo). A metal rule and guide which slides along the rule are located immediately above the rollers. The guide is moved along the rule for the determined length, then is fastened in place with a thumbscrew. The distance measured is that from saw blade to thumbscrew. The post or pipe is laid across the rollers, the specified length cut with the saw.



To use Bush's pipe cutting machine, pipe laid on the rollers is measured by rule gauge (right); saw (left) cuts to exact length.



Storage rack is made of tubing, can be assembled to fit requirements, or if required, disassembled, moved, and assembled again.

The storage racks for pipe, posts, and fabric are both expandable and movable; they can easily be disassembled, moved, and reassembled. They are constructed of steel tubing, the length, width, and height depending on current requirements. Short sections of tubing are welded onto a base at right angles. A slightly larger diameter tubing is slipped on the base section, thus creating the desired rack.

Fence Firms Attend Nersica Trade Show

All Products Franchises Four Firms

Charles Turner, sales manager for All Products Co., P. O. Box 110, Mineral Wells, Tex., reports that the company's "Panelweve" aluminum fence lattice and "Panel-Vent" fence have been "going strong" during the past year. He says the firm's distribution system for "Panelweve" is complete, but that "Panel-Vent" distribution is still being added to.

As exhibitors at the recent "Nersica" trade show in Chicago, and at several other home improvement shows in the past year, All Products Company has been making its fence and fence lattice known to dealers in allied fields.

In the fence field, the Texas manufacturer has now franchised four companies to manufacture "Panel-Vent"—these same firms are also among the distributors of "Panelweve." They are: Atlas Supply Co., 2418 Basse Rd., San Antonio, Tex. Mid States Panel Vent Fence Co., 3405 W. Lake St., Melrose Park, Ill. Styleline Fence Co., 11723 Euclid Ave., Cleveland 6, Ohio. Browne Bros. Equipment Co., 232 Neilston St., Columbus 15, Ohio.



At the All Products exhibit booth, left to right: Steve Little, eastern representative for All Products; Marilyn Erickson, the hostess; A. O. Sparks, field representative for Mid States Panel Vent Fence Co.; and Charles Turner, sales manager of All Products.

Bridgeport Brass Sells C/L Lattice

Bridgeport Brass Co., Hunter Douglas Division, 30 Grand St., Bridgeport 2, Conn., has been manufacturing and marketing "H/D" aluminum chain link fence lattice since the beginning of 1959. According to Dana Richardson, assistant national sales manager, the product moved slowly at first, but now it has moved up "in good shape." He says that although the H/D lattice accounts for but a small part of the company's total sales, it is a "not inconsequential" part of the total.

The H/D lattice is sold through distributors, to dealers on a quantity basis, and some is sold in very large quantities to fence firms who merchandise the product under their own name.



At the Bridgeport Brass exhibit, Bob Mark (left), sales representative in Wisconsin-Minnesota; and Dana Richardson, assistant national sales manager, Hunter Douglas Division, Bridgeport Brass.

Westmoreland Promoting Picket Fence

Westmoreland Metal Mfg. Corp., 237 Jacksonville Rd., Hatboro, Pa., maker of tubular steel picket fences, has been marketing the product since the beginning of 1960.

William M. Black, the firm's products division manager, says the fences have sold very well since their introduction. He states that numerous sales have been made at several trade shows at which the company exhibited, including the recent "Nersica" show in Chicago. According to Black, most of the eastern section of the U. S. is now covered by their distributors; in the west and midwest the distribution pattern is still being developed.

Currently, the "Executive" style fence is being promoted nationally on a daytime network tv show, "Say When." Approximately twice monthly, Westmoreland will give away 50 feet of fence and a matching gate; this will involve product identification and brand name advertising.



William M. Black, manager, products division, Westmoreland Metal.

AWARDS PROJECTS PROPOSALS

The information appearing in this issue concerning awards, projects and proposals were selected from hundreds of releases by FI editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Proj. #CH-38 (D), plans for construction at Troy State College, Troy, est., \$250,000. C. B. Smith, Pres.—Urban Renewal, 77-acre "Pine Hill" project, Sylacauga, est., net cost, \$1,664,241. Virginia S. West, Exec. Dir., Sylacauga Housing Authority, Betsy Ross Lane.—Proj. #P-3036, plans for construction of sanitary system, Bayou La Batre, est., \$775,000. J. A. Wintzell, mayor.

ARIZ—Proj. #P-3072, plans for construction of sanitary system, Mammoth, est., \$245,000. William Mathieson, mayor.

ARK—Proj. #P-3021, plans for construction of sanitary system, Bradley, est., \$130,050. J. W. Camp, Sr., mayor.—Urban Renewal, 268-acre "High Street" project, Little Rock, est. net cost, \$5,656,770. Dowell Naylor, Jr., Exec. Dir., Housing Authority of the City of Little Rock, 121 E. 2nd St.

CALIF—Proj. #P-3465, plans for construction of sanitary system, Keyes, est., \$190,000. Darrold MacDannald, Sec'y., Keyes Community Services District.—Proj. #4-CH-68 (D), plans for construction at Stanford University, Palo Alto, est., \$3,086,000. A. E. Brandin, Vice Pres. for Business Affairs, Stanford University, Stanford.—Proj. #CH-81 (D), plans for construction at Loyola University, Los Angeles, est., \$765,000. Virgil Gaul, controller.—Proj. #P-3469 and 3460, plans for improvements to water and sanitary systems, Placerville, est. \$796,900. James W. Elliott, mayor.—Proj. #P-3468, plans for construction at Chaffey Union Junior College District, Alta Loma, est., \$334,000. Daniel B. Milliken, Pres., 5885 Haven Ave.—Proj. #P-3458, plans for construction of elementary school, Milpitas, est., \$942,000. Robert W. Randall, Dist. Supt., School District.—Urban Renewal, 236-acre "West Fresno" project, Fresno, est., \$2,264,052. Harris O. Hogenson, Exec. Dir., Fresno Redevelopment Agency, 410 Abby St.—Urban Renewal, 199-acre "Oak Center" project, Oakland, est., \$1,074,957. Fred H. Squires, Jr., Exec. Dir., Oakland Redevelopment Agency, 1540 San Pablo Ave.

COLO—Proj. #CH-43(D), plans for construction at Colorado State College, Greeley, est., \$2,125,000. Glen C. Turner, controller.

CONN—Urban Renewal, 2-acre "Front-Talcott" project, Hartford, est., \$193,764. Robert J. Bliss, Exec. Dir., Hartford Redevelopment Agency, 550 Main St.—Urban Renewal, 44-acre "East Main Street" project, New Britain, est. net cost, \$3,756,409. John N. O'Malley, Exec. Dir., New Britain Redevelopment Commission, Room 209 City Hall.

FLA—Proj. #PFL-202, plans for additions and improvements to existing sanitary system, Bonifay, est., \$400,000. R. L. Dowling, Pres. City Council.—Proj. #P-3074, plans for construction of storm drainage and

water control system, Winter Haven, est., \$2,480,000. Tom Turnbull, mayor.—Proj. #P-3080, plans for extension to water system and construction of new sanitary system, Springfield, est., \$600,000. J. M. Williams, mayor.—Proj. #CH-35(D), plans for construction at the University of South Florida, Tampa, est., \$1,420,000. Robert L. Dennard, Bus. Mgr.—Proj. #P-3081, plans for expansion of water and sanitary systems, Safety Harbor, est., \$600,000. Howard Martin, mayor-commissioner.—Proj. #PFL-195, plans for construction of water system, Altamonte Springs, est., \$245,000. Wilbur Hawkins, mayor.

GA—Proj. #CH-35 (H), plans for construction at Georgia Baptist Hospital, Atlanta, est., \$2,569,000. Edwin B. Peel, administrator.—Urban Renewal, 178-acre "Washington Avenue" project, East Point, est. net cost, \$2,975,484. Henry S. Pinyan, Dir. Urban Renewal, City Hall.—Proj. #CH-34(D), plans for construction at Tift College, Forsyth, est., \$200,000. Carey T. Vinzant, Pres.—Urban Renewal, 40-acre "Medical College" project, Augusta, est., \$596,334. M. P. Phillips, Dir. of Urban Renewal, City of Augusta.—Urban Renewal, 28-acre "Central Area Project No. 2," Cordele, est., \$482,014. Jack G. Comer, Dir. of Urban Renewal.

IDAHO—Awards, by Department of Highways, to Earl McNutt Co., Boise, for highway construction including 1,875 lin. ft. steel beam type guard rail, bid, \$4,218; wire fence, type 3-B, 8,900 lin. ft., bid \$3,026; 1,800 lin. ft. wire fence, type 3-B (Mod), bid, \$684; 53,250 lin. ft. wire fence type 5, bid, \$22,365; 20 ea. 10' steel gates type 2, bid, \$1,000.—To Frank G. Baulne, Inc., FAI No. S 4769/4 in Latah County, for highway construction including 24,100 lin. ft. wire fence type 1/B, bid \$7,230; 2,300 lin. ft. wire fence type 1/A, bid \$621.—To W. R. Cahoon, Pocatello, FAI No. F-FG-4113(21) in Nez Perce County, highway construction including 3,650 lin. ft. wire fence type 1-B, bid, \$1,642.—To Hoops Construction Co., FAI No. S/US/3754/2 in Canyon County, highway construction including 3,870 lin. ft. wire fence type 3/B, bid \$1,741; 2,000 lin. ft. wire fence type 2/B, bid, \$900; 2,800 lin. ft. wire fence type 1/B, bid, \$1,120; 8-8' steel gates type 2, bid, \$400; 4 ea. 12' steel gates type 2, bid, \$300.

ILL—Proj. #P-3119, plans for construction of water system, Plainville, est., \$76,000. Paul Sprague, Village Pres.—Proj. #CH-115, plans for construction at Knox College, Galesburg, est., \$1,189,000. Elmer Jagow, Bus. Mgr.—Proj. #P-3125, plans for construction of water system, Lakemoor, est., \$200,650. Claude F. McDermott, Village Pres.—Proj. #P-3120, plans for construction of sanitary system, Cortland, est., \$97,312. Glenn R. Myers, Pres.—Housing for the Elderly, Peoria Heights, est., \$533,000. Sponsor: Lutheran Welfare Council of Greater Peoria.—Urban Renewal, 55-acre "Garnsey Square" project, Rock Island, est., \$216,284. William R. Klatt, Planning Dir., City of Rock Island.—Proj. #P-3106 and 3107, plans for construction of water and sanitary facilities, Valmeyer, est., \$269,000. George Andres, Acting Pres. Board of Trustees.—Improvement Program, Civic Center in Loop district, Chicago, est., \$67,000,000. Public Buildings Commission.

IND—Proj. #CH-51 (D), plans for construction at Indiana State Teachers College, Terre Haute, est., \$1,500,000. J. K. Moulton, Bus. Mgr.—Urban Renewal, 109-acre "Dyer School" project, Bloomington, est., \$681,678. Paul M. Stutsman, Exec. Dir., Department of Redevelopment, City Hall.—Proj. #CH-53(D), plans for construction at Indiana State Teachers College, Terre Haute, est., \$1,650,000. J. K. Moulton, Bus. Mgr.

IOWA—Proj. #CH-32(D), plans for construction at Drake University, Des Moines, est., \$2,000,000. Carl A. Kasten, Vice Pres. for Business & Finance.

KANS—Proj. #P-3029, plans for construction of sanitary system, Burden, est., \$120,790. Don Alexander, Pres., City Council.—Proj. #CH-56 (D), plans for construction at University of Kansas, Lawrence, est., \$1,857,000. J. J. Wilson, Dir. of Dormitories.—Proj. #P-3028, plans for construction of sanitary system, Carbondale, est., \$126,165. James Jungmann, mayor.—Urban Renewal, 139-acre "Park Plaza" project, Wichita, est., \$643,767. R. C. Des Marteau, Exec. Dir., Urban Renewal Agency of the Wichita Kansas Metropolitan Area, 104 S. Main St.—Proj. #CH-55(D), plans for construction at Kansas State University, Manhattan, est., \$1,210,000. A. Thornton Edwards, Dir. of housing.—Proj. #CH-53(D), plans for construction at Kansas State Teachers College, Emporia, est., \$1,539,000. R. G. Cramer, Dean of Bus. Admin.—Proj. #CH-62(D), plans for construction at Bethany College, Lindsborg, est., \$320,000. William H. Taylor, Treas.—Urban Renewal, 93-acre "Glenn Village" project, Wichita, est., \$1,645,196. R. C. Des Marteau (see above).

KY—Proj. #CH-56 (D), plans for construction at Murray State College, Murray, est., \$460,000. R. H. Woods, Pres.—Proj. #P-3041, plans for improvements and additions to sanitary system, Monticello, est., \$509,000. Carl Sheaver, mayor.—Proj. #P-3038, plans for extensions to existing sanitary system, West Point, est., \$182,650. Edward Y. Mason, mayor.—Proj. #PFL-200, plans for extensions and additions to existing water and sanitary systems, Kuttawa, est., \$33,000. Philip Glenn, mayor pro tem.

LA—Proj. #P-3068, plans for construction of harbor and terminal facilities, near Abbeville, est., \$1,119,000. James C. Vorhoff, Jr., Pres., Abbeville Harbor & Terminal District, Abbeville.—Proj. #P-3069, plans for construction of sanitary system, Youngsville, est., \$140,000. Willie Langlais, mayor.—Proj. #P-3073, plans for construction of sanitary system, Morganza, est., \$183,000. Camille J. Tuminello, mayor.

MD—Proj. #CH-20 (D), plans for construction at St. Agnes College, Baltimore, est., \$775,920. Sister M. Cleophas Costello, Pres.—Proj. #CH-23, plans for construction at Maryland General Hospital, Baltimore, est., \$302,000. Stewart B. Crawford, Genl. Supt.—Proj. #P-3031, plans for construction of storm drainage system, Annapolis, est., \$3,154,000. Arthur G. Ellington, mayor.

MASS—Proj. #CH-56(D), plans for construction at the College of the Holy Cross, Worcester, est., \$2,203,000. The Rev. Michael G. Pierce.—Proj. #P-3090, plans for construction of water facilities, Fitchburg, est., \$389,695. George J. Bourque, mayor.—Proj. #CH-62(D), plans for construction at Emanuel College, Boston, est., \$1,100,000. Sister Mary Melania, Treas.—Proj. #P-3091, plans for construction of sanitary facilities, Yarmouth, est., \$1,750,000. William P. Frost, Chmn., Board of Selectmen.

MICH—Proj. #CH-48(D), plans for construction at Aquinas College, Grand Rapids, est., \$550,000. Arthur F. Bulowski, Pres., 1607 Robinson Rd., S.E.—Urban Renewal, 48-acre "Renewal Project No. 1," River Rouge, est., \$1,230,767. William M. Duncan, Urban Renewal Dir., P.O. Box 116.—Urban Renewal, 36-acre "Cherry Hill" project, Garden City, est., \$276,549. William Chopan, Urban Renewal Dir., 6100 Middlebelt Rd.—Urban Renewal, 20-acre "Central Business District Fringe No. 2" project, Pontiac, est., \$1,088,376. Robert Steirer, Urban Renewal Coordinator, City Hall.—Urban Renewal, 19-acre "East Michigan Central Business Dist-

MORE—Page 21

FENCE

Service Aids

SUPPLIERS ARE INVITED TO SEND INFORMATION ABOUT THEIR NEW PRODUCTS OR SERVICES TO THE PRODUCTS EDITOR.



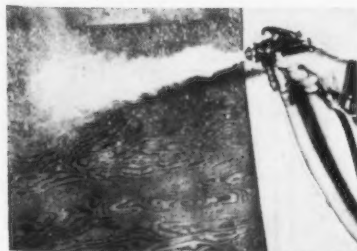
TWO-WAY LEVEL. The "Lok Level" plumbs two surfaces at once, and will also act as a facing straight edge when used in the leveling position. Made of extruded aluminum with braces of brass bridging. Available in 3, 4, and 6 foot lengths; other lengths available on special order. Bubbles can be adjusted and replaced. Lok Products Co., 1729 Hillside Dr., Glendale, Calif.



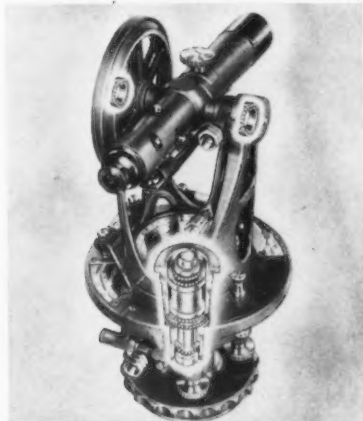
DOOR LOCK. Burglar protection and guaranteed privacy in home and office are obtainable with this new one-piece "Flip-Lok." It mounts on inside of door frame with two screws, is designed to fit all doors opening inward. Fingertip touch both locks and unlocks. Made of polished brass or with chrome finish. Ekstrom Enterprises, P. O. Box 187, Pomona, Calif.



SPECIAL LINE OF SCREWS for aluminum windows, doors, awnings, carports, and patio columns, available in various head styles—acorn washer, indented hex, Phillips, and slotted. Have hard needle point, made of bright, hardened Type 410 stainless steel. Available in various sizes. No special tools required. Universal Screw Co., 2401 Brummel Pl., Evanston, Ill.



PROTECTIVE COATING. This spray coating, a homogeneous mixture of Fibreglas Flake, resin, fillers, accelerator, and pigment (if desired), can be utilized in many fields where corrosion is a major problem. Accelerated weathering tests show virtually no deterioration. Laboratory tests of coating show vapor transmission, less than .01 perms; shear strength, 800 psi. Owens-Corning Fibreglas Corp., 717 Fifth Ave., New York, N. Y.

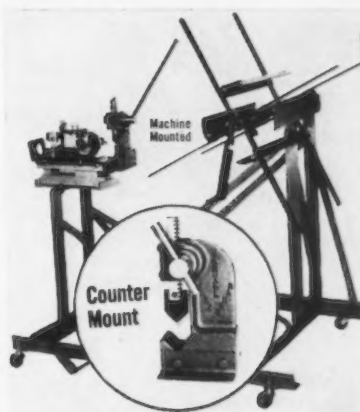


ENGINEER'S TRANSIT. The 5-inch diameter vertical circle, graduated to 30 minutes, has a double vernier which reads to 1 minute. The 6 1/4-inch diameter horizontal circle verniers also to read 1 minute. High accuracy is obtained on both minimum focus (3 1/2 feet) and long-range shots because of lens alignment in the 22X power, internal focus, erecting image 10 1/2-inch telescope. Charles Bruning Co., Inc., Mount Prospect, Ill.

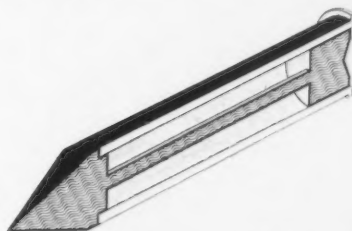
WELDING CHARTS. Two wall charts showing the distinctive traits of the Oxy-LP gas flame in comparison with the Oxy-Acetylene flame. Each chart has nine reproductions in full color, with four illustrations referring to the welding flame, and five to the cutting flame. The charts are 11" x 17" in size, and are suitable for training, education, and reference; they fold to an 8 1/2" x 11" size. They are available by writing to The Public Relations Department, Smith Welding Equipment Corp., 2633 S.E. 4th St., Minneapolis 14, Minn.



JET FLAME BURNER. Two new LP-Gas "liquid" burners, one with 600,000 BTU capacity, weighing only 3 1/2 pounds; the other with 1,000,000 BTU capacity, weighing 5 1/2 pounds. Can be used in batteries, or in series for big jobs. Performs at full capacity (20 pounds pressure) on any size container of bottled gas, until the last drop is gone, summer or winter. Useful wherever intense, even, immediate heat is required—heating, thawing, melting. No pumping or preheating. Corwill International Corp., P. O. Box 1030, Cedar Rapids, Ia.



FLEX SHEAR. Designed for heavy gauge material, said to cut all wire, Greenfield and BX cable, stainless steel, and braid hose to 1 1/4-inch diameter. It mounts on all wire machines, manual or power, is available for counter mounting, requiring 6" of space. The unit has a cast base, heat-treated rack and pinion, and tool steel blade. Marvel Rack Mfg. Co., 4230 Main St., N.E., Minneapolis 21, Minn.



X-TERMI-NAIL consists of a nail-like cartridge containing Sodium Fluosilicate, which is driven into strategic locations throughout wood structures. Ordinary nail driven through cartridge impregnates area around nail. "X-Termi-Nail" can be used on both old and new wood structures, including wood fences, which are subject to termite infestation. Mariae Associates, P.O. Box 664, Glendora, Calif.



INFORMATION

NOTICES OF IMPORTANCE TO THE TRADE

SEND YOUR NEWS ITEM

● TO THE News Notices

Editor . . . for publication.

New Fence Association Active

The Fence Contractor's Association, P. O. Box 1, Arlington, Mass., recently elected the following officers for the current year: Leo Carey, president; Anthony Orlando, vice president; Ralph Leo, treasurer; and George N. Severance, secretary. Severance reports that meetings have been held all through the winter on the first and third Wednesdays of the month. At last count, the Association was comprised of 13 member-companies, and with the membership committee active, new members are expected to join.

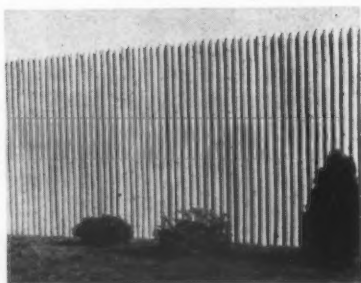
The geographical area encompassed by the Association is eastern Massachusetts, defined in the by-laws of the group as "that area extending from Massachusetts Bay on the east, to the easterly line of the city of Worcester on the west, and from the southerly line of New Hampshire on the north, to the Cape Cod Canal on the south."

Among the objectives of the Association enumerated in its by-laws: To hold meetings at stated periods. To interchange views. To promote the most advantageous methods of book-keeping, management, advertising, and other problems applicable to the fence business. To continually strive to gain respect for the industry. To support all efforts to improve fence products and services, and to encourage research and development of new materials and methods.

Two Films on Farm Fencing

United States Steel Corp., Chicago Film Center, 208 S. LaSalle St., Chicago 90, Ill., has two films on fencing, available for showings without charge. Both films are aimed at the farm trade. "Fence Building, The Modern Way" concerns the "Fury Fencer" fence-building machine recently developed by U. S. Steel. A nine-minute color film, it shows the mechanical fence machine in action. The 10-minute color film, "According to Webster," portrays fence as a modern farm production tool—showing how proper fencing can increase efficiency.

State Road Dept. of Florida. John R. Phillips, Holland Bldg., Tallahassee is Chairman of the Board. A. C. Church, State Highway Engineer, Holland Bldg., Tallahassee, Fla.; District Engineers are: H. M. Johnson, Bartow, Fla.; J. A. Brewer, Lake City, Fla.; G. L. Dickenson, Chipley, Fla.; Winston Carlton, Fort Lauderdale, Fla. This is according to recent information from the Div. of Information and Research, State Road Dept. of Florida.



"Greenfield Milled Picket Stockade," the new fence design by Farley Fences, Inc.

Farley Expands Plant, Products

John H. Farley, president of Farley Fences, Inc., 317 Davidson Bldg., Bay City, Mich., recently announced: (1) the completion of a new addition to the company's manufacturing facilities at Posen, Mich., and (2) the beginning of production on a new style of fence.

"The new addition to the plant," said Farley, "as well as our acquisition of the Detroit & Mackinac Railroad station at Posen, now gives us more than 22,000 square feet of manufacturing and storage space." The new plant addition was accomplished by removing one side wall, supporting the roof at the point with steel beam and pillars, and then constructing another building beside it, 32 feet wide and 165 feet long. A new heating plant, utilizing sawdust and scraps from the manufacturing process as fuel, was installed to heat the entire manufacturing area.

The new "Greenfield Milled Picket Stockade" fence, now in production, is "a design that we feel will be a great asset to our line," according to Farley. The pickets are made from heartwood only of larger cedar logs, each picket being 2-3/4" wide by 3/4" thick, and gothic pointed. The new stockade design is available in four, five, six, six-and-one-half, and eight foot lengths.

New Businesses Established

Barrett Striping & Painting, Inc., Spokane, Wash. To build and install guard posts and guard rails, traffic signs and markers. Incorporators: Robert X. Barrett, 2425 W. Maxwell; David E. Earling, 1623 W. 5th; Ralph L. Waller, 4128 N. Atlantic—all of Spokane, Wash. \$50,000 capital.

Avon Crown, Inc., 6 Hewlett Ave., Merrick, N. Y. Fences, fence post, and fenced specialties. Filers: Irving R. Shapiro, 28 Merrick Ave., Merrick, N. Y.

Interstate Wire Products Corp., Filer: Samuel Klein, 51 Chambers St., New York 7, N. Y.

Wood Preservations, Donald B. Coleman, 216 Clayton, Denver, Col.

Wood Finish Experiments

The University of Illinois, Department of Forestry, is experimenting with a natural wood finish that will not have to be renewed each year, for use on fences, house siding, lawn furniture, and other exterior purposes.

Since 1957, according to the Department, limited exposure tests have been made on two finishes that show some promise of durability: (1) a special resin type; and (2) a modified redwood stain. The two types of wood that have been used for the base of the finishes are redwood and western red cedar.

The resin-type finish broke down completely after two years of exposure. However, the modified redwood finish, while not altogether satisfactory, showed some promise after the two-year test. A member of the Department, John K. Guiher reports that researchers plan to study the latter finish further, and test other available products in the search for a durable finish.

Calendar of Trade Show Events

Industrial Building Exposition & Congress, Sept. 25-28, New York Coliseum, New York City. Management: Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

Western Building Industries Exposition, 2216 S. Hill St., Los Angeles 7, Calif. First annual trade show Oct. 7-10, in Los Angeles. Sponsored by the Western Building Industries Council.

National Retail Lumber Dealers Association, 302 Ring Bldg. Washington 6, D. C., will hold its eighth annual Building Materials Exposition, November 4-7, at McCormick Place, Chicago.

Century 21 International Exposition, the first U. S. world's fair since 1939, is scheduled for Apr. 21-Oct. 21, 1962, Exposition Building, Seattle 9, Wash. A 550 foot "Space Tower," topped by a revolving restaurant, will be one of the feature attractions. It will afford a panoramic view.

CORRECTION PLEASE, on Weblite, Inc., 24 Jericho Turnpike, Mineola, N.Y. The story about Weblite's new fencing material on pages 12-13 of the Feb. 1961 issue of FENCE INDUSTRY TRADE NEWS, shows the completed fence at the bottom of page 13. The caption for this picture said that the completed fencing was assembled in two days. Actually, the 150-foot of Weblite fencing was accomplished by two amateur erectors in just two afternoons. One experienced fence erector, the company states, could do the same job in less than one eight-hour working day.

News Items . . . Timely and Informative

Aromatic Cedar Products, Gainesville, Mo., recently obtained a small business loan of \$20,000, approved by the Small Business Administration.

Cyclone Fence Department, American Steel & Wire Div., United States Steel Corp., installed almost 14,000 feet of safety barrier fence on the Candlestick cutoff section of the Bayshore Freeway, in the San Francisco area. The barrier consists of a combination of chain link fencing and wire rope cables.

Cyclone Fence Department, American Steel & Wire Division, United States Steel Corp., Waukegan, Ill., has had Vernon T. Kerr as its chief accountant since 1957. Last month Kerr was named chief accountant of both Cyclone and American Steel & Wire, at Waukegan.

Cyclone Fence Department's contribution to highway construction was one of the features of the United States Steel Corp., American Steel & Wire Division's exhibit at last month's convention of the American Road Builders Association.

Keuffel & Esser Co., Third & Adams Sts, Hoboken, N. J. recently issued a new illustrated brochure describing basic builders' instruments and accessory items—it is available on request.

Klemp Metal Grating Corp. is moving several divisions of the company into new and large quarters at 1132 W. Blackhawk St., Chicago 22, Ill. One of these is the Klemp International Division, which manufactures "Anotec" aluminum ornamental grilles.

Lincraft, Inc., 400 E. Broad St., Burlington, N.J., has added two new designs to its wood fence line: redwood stockade, in seven-foot sections and four, five, and six foot heights; and Northern white cedar basketweave, in eight foot sections in the same heights.

Niedermeyer-Martin Co., 1120 Oregon Bank Bldg., Portland 4, Ore., is considering the addition of a new department to handle installed residential and commercial wood fences.

Northwest Snowfence Co., Inc., P. O. Box 927, Canby, Ore., is the new name and address of the firm formerly operating as Ben Hickey, Springfield, Ore.

Out of Business. Ivy Fence Co., 776 Jewwood Dr., Dallas 32, Tex., is reported by Ivy A. Williams as having gone out of the fence business.

Fence companies exhibit at recent Flower and Garden Show in Chicago.

Among the exhibitors were Mid-States Panel Vent Fence Co., and Anchor Fence Division. One of the visitors at the show was Boise Burge, Jr., president of Red Giant Timber. All said business was good, that they expected a good year.



Above, at the Anchor Fence Division exhibit, left to right, John M. Plant, branch residential sales manager; Bob Gannon, Ray Engler, Sy Jacobs, all Chicago area sales "reps."



Boise Burge, Jr., Red Giant Timber.



Dick Ward, Mid-States Panel Vent Fence.

Several fence firms were among the exhibitors at last month's Flower and Garden show in Chicago.

Anchor Fence Division, Anchor Post Products, Inc., was represented by members of its Chicago staff. John M. Plant, branch residential sales manager in Bellwood, Ill., indicated that the firm's aluminum privacy fence (basketweave, louver, and vertical board styles) is new in the Chicago area. He said that business has been good, and that during the first two months of this year, aluminum chain link fencing has been outselling steel chain link. The one-inch mesh chain link in aluminum is popular with homeowners, he says.

Anchor's three branch offices in the Chicago area have a staff of 30 salesmen in residential, four in the industrial-commercial field. Many good live prospect leads, says Plant, are obtained at consumer shows such as the Flower and Garden. He also reports that Anchor's sales in the residential field have been increasing each year for the last five years, and that in that field, in the Chicago area, the firm does a gross annual volume in the high six-figure bracket.

Currently, Plant says, Anchor is promoting its products, besides the usual ways, through two tv shows—"All Star Golf" and "Harrigan & Son."

Mid-States Panel Vent Fence Co., 3405 W. Lake St., Melrose Park, Ill., exhibited "Panel Vent" fencing and "Panelweave" chain link lattice at the show. This company is a franchised manufacturer and distributor for All Products Co., Mineral Wells, Tex. Dick Ward, sales manager of one of the Melrose Park firm's retail offices, said his company distributed the products in a five-state area: Illinois, Iowa, Minnesota, Wisconsin, and Michigan; plus northern Indiana.


Star Wire Screen & Iron Works is now located in a new 57,000 square foot office building and manufacturing plant in Industry, Calif. Cost: \$400,000.

A \$28,000 iron picket fence recently was installed around the U. S. mint at Denver, Colo. Purpose of the fence was "to stop people from trying to reach through ground floor windows into storage bins full of coins."

Precision Drawn Steel Co., Pennsauken, N.J., recently named John T. McHugh as its general plant manager. He was formerly division superintendent of wire and wire products at the Donora plant of the American Steel & Wire Division, United States Steel Corp., with a total of 31 years with U.S. Steel.

Eastern Lawn & Garden Supply Trade Show, at the Coliseum, New York City, Oct. 20-22, 1961.

RED GIANT



REDWOOD GATES

- All clear heart "V" joint material. Double horizontal and diagonal supports with galvanized fasteners. Remember—"When you buy RED GIANT, you buy QUALITY"

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FITTINGS

Manufactured by Jefferson
ARE QUALITY FITTINGS!

Complete inventory of all fittings
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MISCELLANEOUS WIRE

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AWARDS—from Page 18

riect" project, Jackson, est., \$1,271,930.
Edward Belyea, Urban Renewal Dir., City
Hall.—Urban Renewal, 109-acre "Park
Ridge" project, Ypsilanti, est., \$1,064,218.
Olaf R. Pearson, City Mgr., 304 N. Huron
St.

MINN—Proposal, bids close Apr. 3, 1,000 ft.
of safety fence for sanitary plant, Hayfield.
Maynard Rouhoff, Village Clerk.—Proposal,
bids close Apr. 3, construction of swim-
ming pool, including chain link fencing,
Breckenridge. H. E. Anderson, City Clerk.—
Bids in Process, Proj. 1 35 W-3 (22) 096, in
Bloomington, Dakota and Hennepin Coun-
ties, 30,882 lin. ft. woven wire fence 32"
high; 7,172 lin. ft. chain link fence 60"
high.

MISS—Proj. #3029, plans for extensions and
additions to water supply system, Tupelo,
est., \$965,000. James L. Ballard, mayor.—
Proj. #P-3028, plans for improvements and
extensions to sanitary system, Tupelo, est.,
\$1,490,000. J. L. Ballard, mayor.—Proj.
#CH-31(D), plans for construction at Wil-
liam Carey College, Hattiesburg, est., \$250,-
000. Dr. J. Ralph Noonkester, Pres.—Proj.
#P-3030, plans for rehabilitation and ex-
pansion of water and sanitary systems,
East Forrest Utility District of Forrest Coun-
ty, est., \$1,337,000. J. T. Ware, Sec'y.—
Proj. #PFL-184, plans for construction of
water system, Sandersville, est., \$109,000.
H. R. Triplett, mayor.—Urban Renewal, 32-
acre "McClellan Street" project, West Point,
est., \$307,476. W. R. McClure, Jr., Exec.
Dir., Housing Authority, P. O. Box 121.

MO—Proj. #PFL-171, plans for construction
of water system, Moscow Mills, est., \$82,-
000. George J. Conner, mayor.—Proj. #CH-
60(D), plans for construction at Washington
University, St. Louis, est., \$2,810,000. Ethen
A. Shipley, chancellor.—Proj. #23-CH-46
(D), plans for construction at Park College,
Parkville, est., \$400,000. H. M. Mohler,
Bus. Mgr.—Proj. #CH-61(D), plans for con-
struction at Culver-Stockton College, Can-
ton, est., \$426,000. Fred Helsabeck, Pres.—
Proj. #PFL-170, plans for construction of
water system, Galt, est., \$84,000. T. A.
Cox, mayor.

MONT—Invitation for bids, by Bureau of Re-
clamation, for chain link fencing and curb
stop, at Vista house, near Hungry Horse.
H. T. Nelson, regional director, P.O. Box
937, Boise.—Proj. #P-3116, plans for con-
struction of sanitary system, Saco, est.,
\$75,000. Earl Hammond, mayor.

NEB—Award, by Bureau of Reclamation, to
Bushman Construction Co., St. Joseph, Mo.,
for removing and disposing of 7.3 miles of
fencing and constructing 17.4 miles barbed
wire fencing for Harry Strunk Lake, Swan-
son Lake, and Enders reservoir areas, Mis-
souri River Basin Project. Bid cost, \$14,502.

N. H.—Award, by Dept. Public Works and
Highways, to R. S. Audley, Inc., Manchester,
for highway construction including 9,000
lin. ft. 3-cable guard rail, bid cost \$14,850.
—To Palazzi Corp., Concord, for highway
work including 8,900 lin. ft. 6' woven wire
fence, bid cost, \$24,030; 1,400 lin. ft.
aluminum beam guard rail incl. terminal
sections, bid cost, \$5,740; 700 lin. ft.
aluminum beam guard rail incl. terminal
sections, bid cost, \$5,495.—To Perini Corp.,
Framingham, Mass., for highway work
including 16,400 lin. ft. 3-cable guard rail,
bid cost, \$31,160; 820 lin. ft. beam guard
rail, bid cost, \$2,214.

S. C.—Proj. #CH-24(D), plans for construc-
tion at Claflin College, Orangeburg, est.,
\$325,000. Dr. H. V. Manning, Pres.—Proj.
#P-3017, plans for extension of sanitary
system, Ninety Six, est., \$317,609. William
A. Gardner, mayor.

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MORE NEWS—from Page 21

Bryant Machine Co., Inc., Fowler St. Extension, Westfield, Mass., is now offering the balance of its common stock for sale to the public, with the approval of the Securities Investigation Division of the Department of Public Utilities, Commonwealth of Massachusetts.

The Saskatchewan Power Corp., in Regina, Sask., Canada, is now reclaiming poles salvaged from the reconstruction of old lines. Poles that are believed suitable for reconditioning are machine peeled, checked for defects, then given full-length penta pressure treatment. Poles discarded as unsuitable for reclaiming are given to farmers for use as fence posts or fuel.

The U. S. Forest Products Laboratory, North Walnut St., Madison 5, Wis., has issued a new report, No. 2206, on "Inspection of Preservative Treatment in Poles." Revised and brought up to date is Report 790, "Logging, Milling, and Utilization of Timber Products."

A World's Fair is being planned for New York City in 1964-65. One of the structures being planned, known as the "Unisphere," representing the earth with the continents in raised outline, is being presented to the Fair by the United States Steel Corp.

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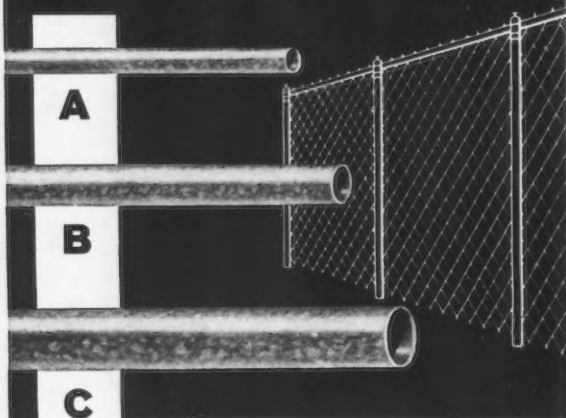
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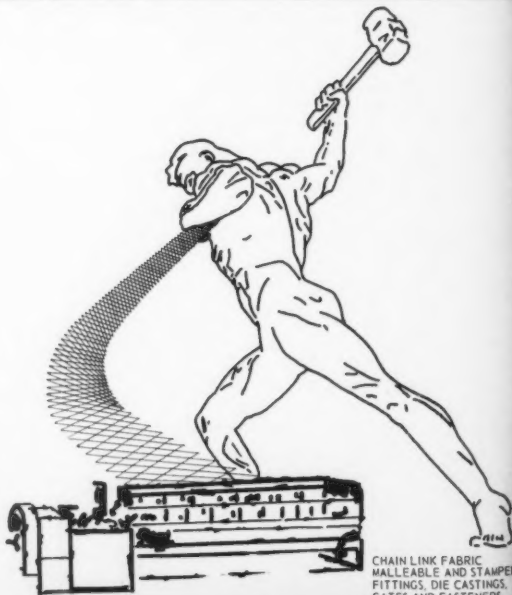
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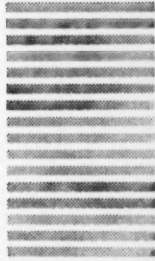
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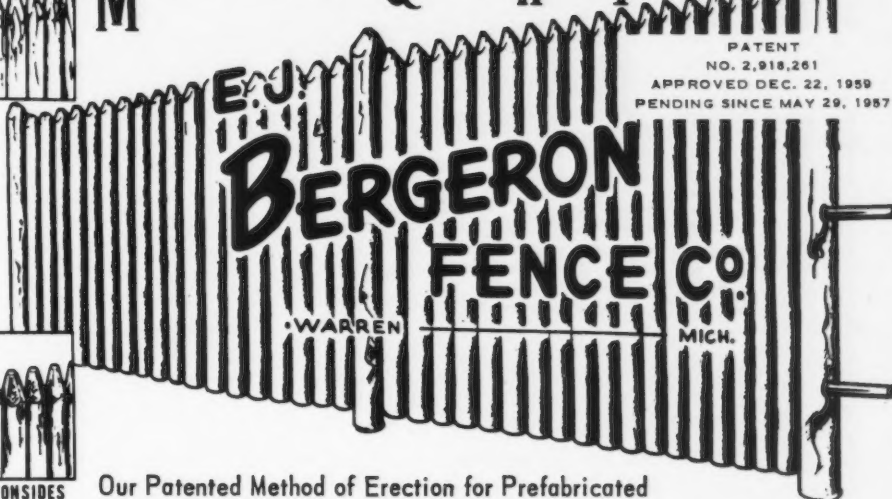


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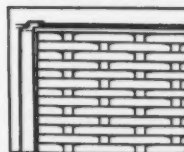
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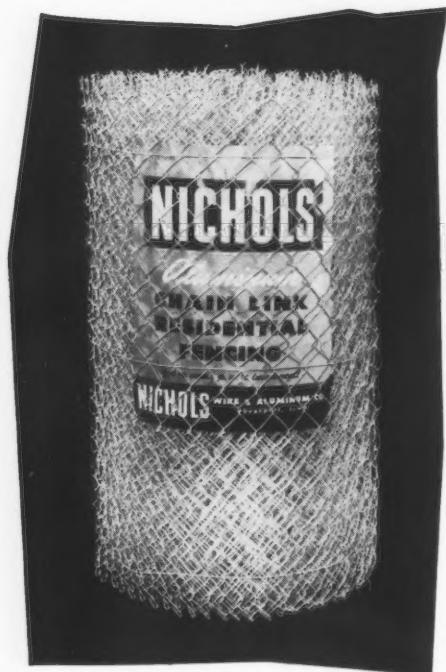
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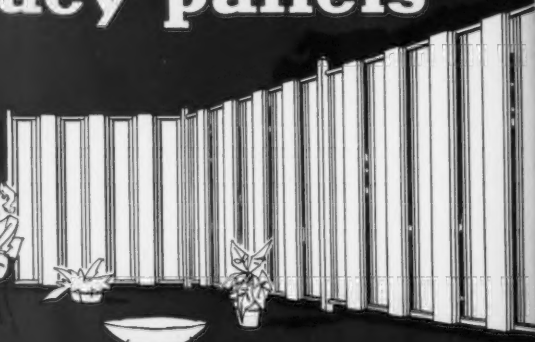
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